TABLE OF CONTENTS

ABOUT US
Welcome & Contacts  Page 3
About us  Page 5

FRESHERS
Welcome Fair  Page 8

ADVERTISING WITH US
Digital  Page 11
Printing & On-site  Page 12
Hello and welcome to Birkbeck Students’ Union. Found in the centre of London, our campus is right in the heart of student life in London in the beautiful and bustling Torrington Square. Birkbeck Students’ Union is part of a unique institution, Birkbeck College, University of London, the only University in the UK to specialise in evening teaching. Because of this, we have an incredibly unique and diverse student body.

Advertising and sponsorship opportunities with us are the most effective and official ways to reach students at Birkbeck. We hope you find this pack useful to help you find the most suitable channel for your business!

Contact:
Email: su.marketing-sales@ucl.ac.uk

UCL Students’ Union are our media sales agents.
REACH OVER 12,000 STUDENTS IN CENTRAL LONDON
ABOUT US

LOCATED IN THE HEART OF LONDON
Birkbeck is located in Torrington Square, a unique area of London that truly is the centre of all student life here. We share the square with other neighbouring institutions, meaning that outside our doors is a wide cross-section of students from a range of Universities.

PART OF THE UNIVERSITY OF LONDON
The University of London has over 160,000 students attending every year, and Birkbeck makes up a very unique part of that figure.

CONSTANTLY GROWING REACH
We have over 12,000 students on our mailing list, and over 6000 followers across Twitter, Facebook and Instagram and this is growing all the time! We are continuously growing our reach and engaging with our students.

NOT YOUR AVERAGE STUDENT BODY
Being an evening teaching University, our students are not your typical student. Evening teaching and great part-time courses open studying up to so many more people. The average age of our student body is 31 - although the 18-21 year old Undergraduate numbers are on the rise - and we have an incredibly diverse population, with people from all walks of life.
ABOUT US

12,000+ FTE students

3,726 followers on Twitter

2,197 likes on our Facebook page

3,726 followers on Twitter

2,197 likes on our Facebook page
12,000+ students on our mailing list

1,000+ monthly users on our website
The Students’ Union Welcome Fair is the biggest event of orientation week, and the best way for local and national businesses, charities and other groups to meet new students, as well as thousands of returning Birkbeck students. These students are looking to get to know the area they will be a part of while studying at Birkbeck. We want to help students get the best out of their University life and their studies, and to have great experiences while they’re here.

The Welcome Fair is a great opportunity for you to make an impression to a large audience, advertise your organisation, have invaluable conversations with great people and get them involved! We have double or single stalls available for national and local organisations, NFP’s and Charities for you to tell thousands of students all about you and your business.
WELCOME FAIR

STALL PRICES

Double National £1,000
Double Local £850
Single National £700
Single Local £500
Not-For-Profit £350
Charity £250

All prices exclude VAT
WE HAVE OVER 12,000 STUDENTS ON OUR MAILING LIST
ADVERTISING WITH US

DIGITAL

Twitter 3,746 followers
Facebook 2,200 likes
Web Banner 728x90 px
E-Newsletter 600x300 px banner or 200x200 px square with short blurb

PRICE LIST

Twitter £100 per post (covers both channels)
Facebook £200 per month
Web Banner £200 per month
E-Newsletter £250 per ad

All prices exclude VAT
## ADVERTISING WITH US

### PRINT & ON-SITE

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site stall</td>
<td>£450</td>
</tr>
<tr>
<td>Flyering</td>
<td>£200</td>
</tr>
<tr>
<td>Posters (A3 x 60 spaces)</td>
<td>£15 each or</td>
</tr>
<tr>
<td></td>
<td>£100 for 10</td>
</tr>
<tr>
<td></td>
<td>(for one month)</td>
</tr>
</tbody>
</table>

All prices exclude VAT

---

**Birkbeck Students’ Union**

Here for you
CONTACT US

su.marketing-sales@ucl.ac.uk

UCL Students’ Union are our media sales agents.